

Madinaty Open Air Mall



The 66-hectare Madinaty Open Air Mall offers a unique retail experience that is distinctively different than typically found in the tight, narrow streets of Egypt's traditional souks and bazaars. SWA's design and building layout allow for maximum flexibility in circulation and views, encouraging exploration throughout the project and yielding a multitude of experiences to ensure every return visit is unique.

A lush six-hectare park forms the symbolic heart of the mall, offering a venue for commercial and recreational activities. The park offers a large central lake surrounded by flowering shade trees, waterside restaurant dining, shaded garden paths, art, cafés, and fountains. Family areas feature sculptural berms, carousels, and a garden maze, and raised garden plinths offer shoppers shaded seating with park views. For site unity and residential privacy, the periphery is wrapped with a dense grove of evergreen trees.

SWA Group: www.swagroup.com

Location

Cairo, Egypt

Client

Talaat Mustafa Group

SWA Scope

Conceptual and Schematic Design
Design Development

Size

66 hectares (163 acres)

Architect

F+A